

SAN DIEGO

PANAMA-CALIFORNIA

EXPOSITION

1915



SAN
DIEGO
1915
ALL THE
YEAR

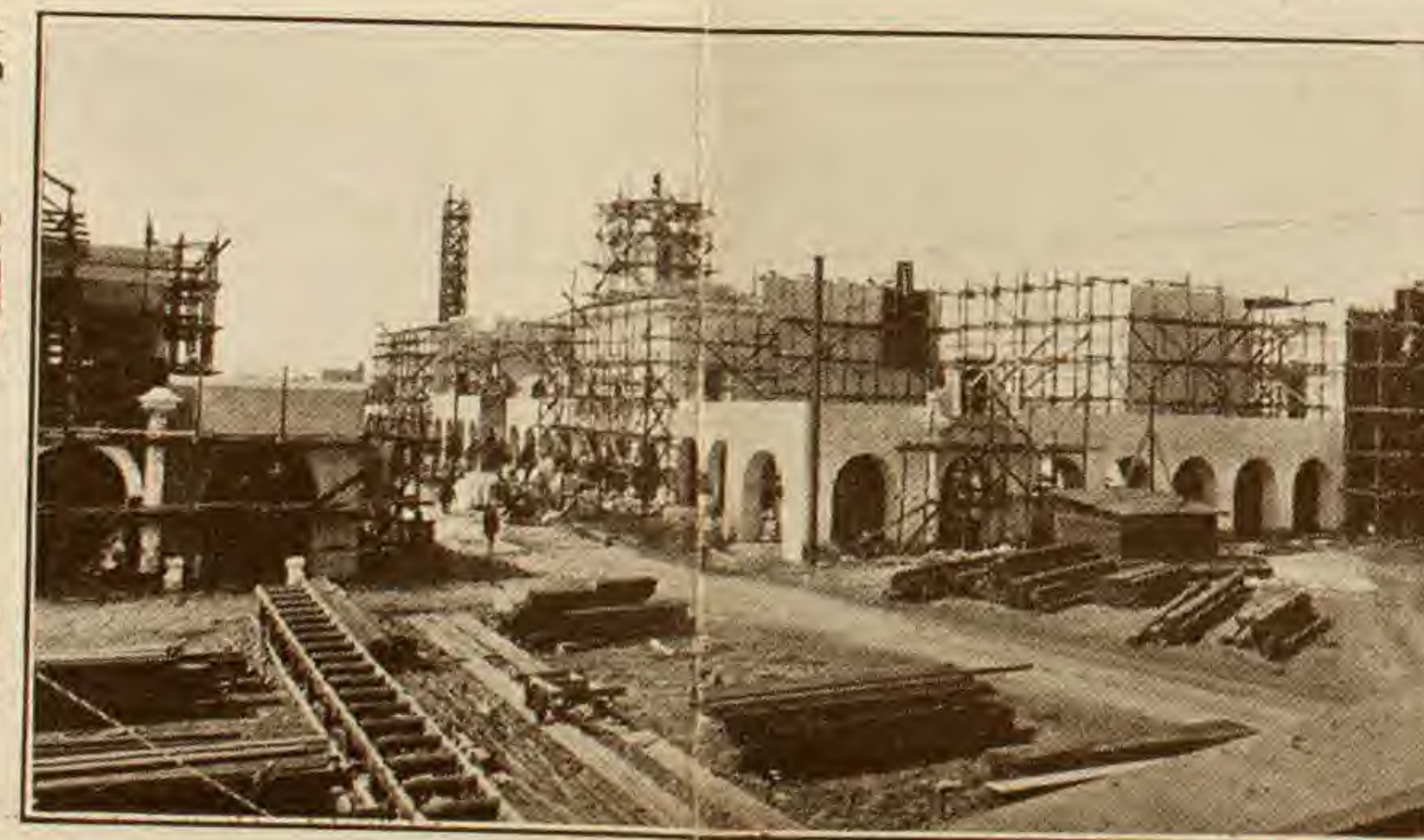


Model Farm of Southern California Counties

entire group of exhibit buildings is to be when all are completed. Other buildings, in advanced stages of completion were the Arts and Crafts, Science and Education, Agricultural and Horticultural, Commerce and Industry, and the main exhibit building of the Southern California counties. Several other smaller buildings were completed, and work begun on the California State building, and the Archeology and Ethnology building. Also at this time the fourth arch of the great viaduct spanning Cabrillo canyon was being poured, and the engineers estimated that the structure was two-thirds completed.

So far was the whole project carried that the division of works was able to say that the buildings and grounds would be ready six months in advance of the announced opening day.

On November 1, 1913, several of the concessionaires began construction of their attractions along the "Isthmus," the amusement street of the San Diego Exposition, which has a total frontage of five thousand feet. All of the amusement features on the Isthmus are to be of a high class, and most of them are to be made educational as well as amusing.



Main Group Exhibit Buildings, October 15, 1913



Southern California Counties Building under Construction, October 15, 1913

The area covered by the exposition is 615 acres—four-fifths of a mile wide and one and one-fifth of a mile long.

The number of main exposition buildings is fifteen.

The space devoted to the general exhibit and main buildings is 100 acres.

The space devoted to the state and foreign section is 100 acres.

The space devoted to open-air exhibits is 100 acres.

The space devoted to buildings for amusement features (The Isthmus) is 25 acres, with 5,000 feet of frontage.

The space devoted to landscape gardens and park is 250 acres.

The distance between the east and west entrance is approximately 4,000 feet.

The offices of the Exposition organization are in the Administration Building, on the Exposition grounds, where officials may be reached for consultation at any time.

Address all communications to officers, care of the Exposition, San Diego, California.

D. C. COLLIER, President.

H. O. DAVIS, Director General.

H. J. PENFOLD, Secretary.

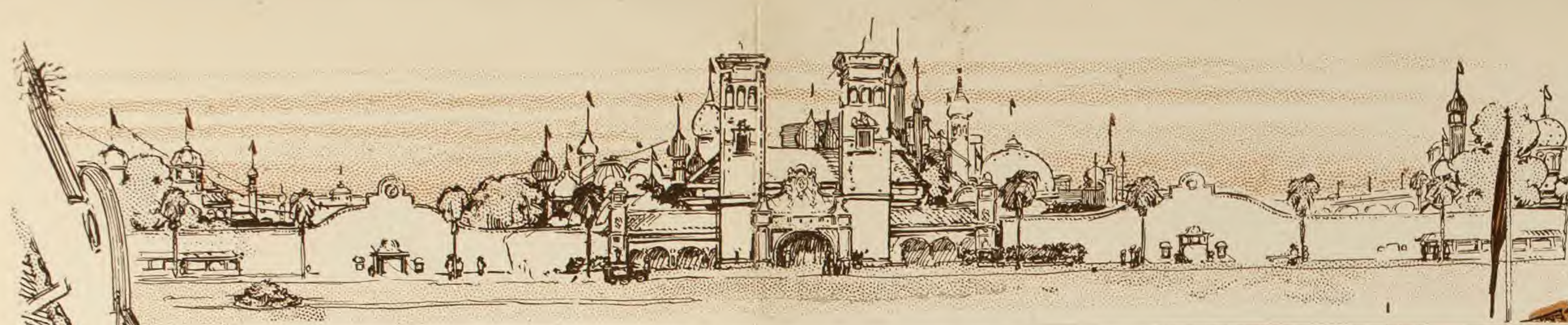
EDGAR L. HEWETT, Director of Archaeology and Ethnology.

FRANK P. ALLEN, Jr., Director of Works.

WINFIELD HOGABOOM, Director of Exploitation and Publicity.



Workmen Leveling Building Sites



Birdseye View of Exposition Grounds

Taken From Tower on Cabrillo Bridge

features of the exposition will be exhibits made out-of-doors, with machinery in actual operation and doing the work it is intended to do. The International Harvester Company, for instance, is now building upon three acres of the exposition site its demonstration field, where will be given every day of the exposition year demonstrations of the work performed by every implement and every piece of machinery manufactured by this gigantic institution.

Other great corporations, like the Standard Oil Company, the railroad companies, and the lumber and milling companies have secured ground for like exhibits, and these are already being installed.

One of the most extensive horticultural sections ever put in operation in this country is that of the exposition nursery. Literally millions of plants have been propagated in this nursery, which covers thirty-five acres of propagation beds alone and over 100 acres of growing beds. In 1911 this nursery was started and there are now over 7,000,000 plants of all descriptions.

Other trees to the number of many hundred thousand have been planted in different parts of the grounds and when this work is completed the entire area devoted to the exposition will contain a horticultural exhibit of a variety and extent never seen at any exposition ever held. On account of the fact that the climate is so favorable these plants grow the

year round so that by the time the exposition opens in 1915 it will be a bower of horticultural beauty.

The most extensive piece of planting for exhibit purposes is that of the counties of Southern California. In one section of the exhibit are 700 of the finest two year old citrus trees that could be gathered in the whole of Southern California. Adjoining these trees is a deciduous grove and adjoining this again are gardens, the whole making a complete typical exhibit of the economic trees of the territory in which the exposition is located. Other exhibitors are doing the same work in greater or less degree and the whole effort will combine to form the greatest exhibit of irrigation and intensive farming ever brought together. Work on this exhibit started in June, 1912, and has been continuous. The entrance to this exhibit is through a building being erected by the counties at an expense of nearly \$80,000.

The progress of building operations on the grounds of the San Diego Exposition shown on December 1, 1913, was such as to cause even those who had watched the work of building other expositions to marvel. At this time eighty per cent of the work of grading, parking, and piping was completed, and eight of the large buildings were nearing completion.

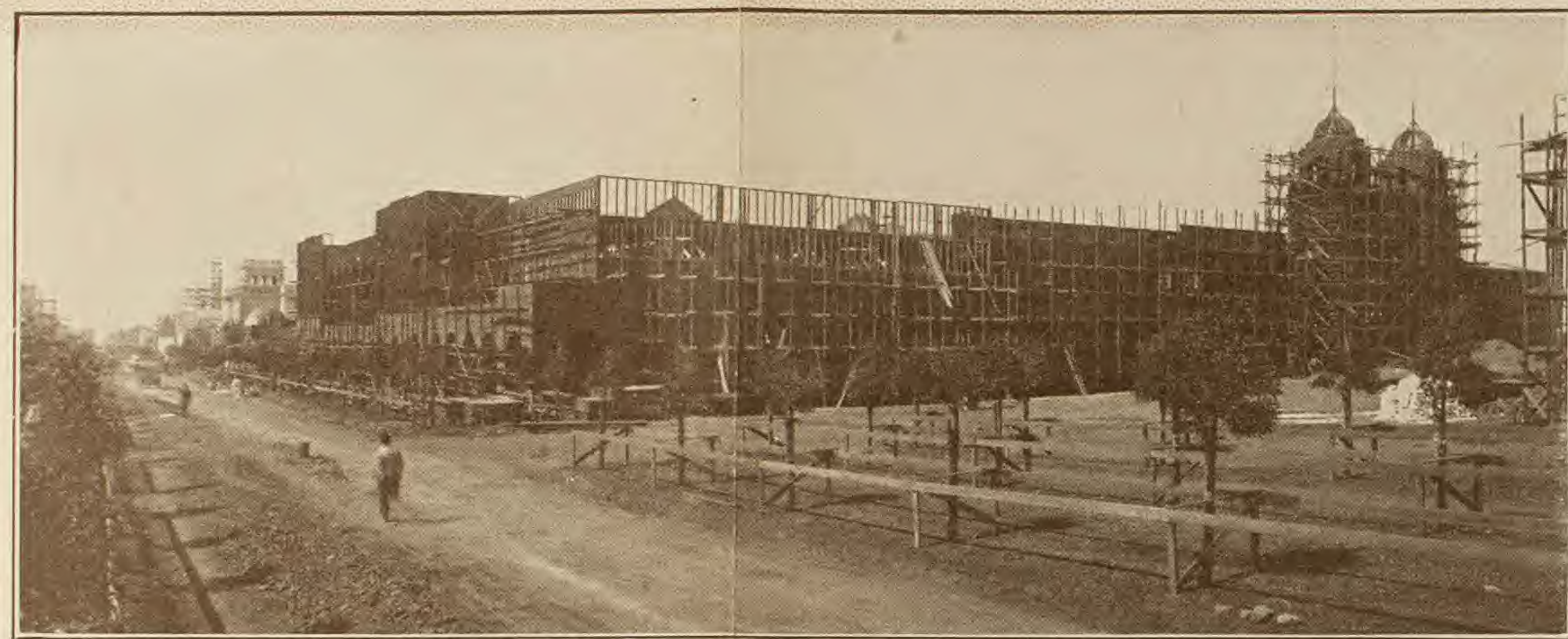
So far along was the Home Economy building on September 1, 1913, that the visitor to the grounds gained from it a clear impression of what the picture to be presented by the



San Diego City and Harbor from Exposition Grounds



Interior of Fernery—Exposition Nursery



Construction Work on the Agricultural and Horticultural Building, October 15, 1913

Every building in the grounds will be covered with a wealth of vines and floriculture such as has never been seen outside of a very few royal residences in the tropics. Preparation for this feature has been going on since 1909, and an idea of the magnitude of it may be gained when it is stated that in the preliminary work over 100,000 individual plants have been planted on the grounds. These include rare ferns and vines raised from seed—and huge palms weighing seventy tons.

There has never been an exposition at which the horticultural feature has been so elaborately carried out. There are now over 130 acres of trees, shrubs and vines, contained in hothouses, lath-houses and specially constructed gardens. In all the nurseries contain over 2,500,000 specimens. The horticultural exhibit itself will be contained in the largest conservatory ever built, in which will be a specimen of every plant known to the botanist.

Contained in buildings erected by the exposition itself and by the exhibitors, will be exhibits totally different from those shown at any other exposition in history. Representatives of the Smithsonian Institution and the National Museum at Washington have been in foreign lands gathering material and data for the great exhibits to be made at San Diego pertaining to various primitive peoples.

The San Diego Exposition has been named "The Exposition of Opportunity." Its primary purpose is to bring to man a full and complete knowledge of his individual opportunity in the great states of the West to find a home where climatic conditions are unequalled in the world; where the land is calling to man to come and find prosperity and comfort, and where is now the greatest assurance of profitable returns on invested capital.



A Corner of Balboa Park—Exposition Site



Home Economy Building nearing Completion, October 15, 1913

In another sense does the San Diego Exposition spell "Opportunity." It offers to these states, now so needful of settlement to develop their vast and varied resources, an unparalleled opportunity to present to an immense number of prospective home makers exhibits that are peculiarly conducive to immigration.

Half a million tourists visit Southern California every year. Millions will come to San Diego in 1915 to attend the Exposition. By that time the immigration tide from Europe, through the Panama canal, will be well under way. Among the tourists will be found the men of wealth to initiate development; among the immigrants will be found the man of brawn to till the soil, and have equally important place in the great work of making the West all of which it is capable.

Very alluring opportunity is offered by the San Diego Exposition to manufacturers, whose wares must find almost limitless markets in the great states of the West when the greater development of this vast region has been stimulated by the exposition exploitation. Already statistics have been prepared by the exposition showing the marvelous development, and consequent increase in population and wealth which this portion of the country is capable of attaining. Every one of the states of the West participating in the San Diego Exposition will be prepared to demonstrate its possibilities and opportunities and the manufacturer will be enabled, through the exposition, to bring his wares to the direct attention of hundreds of thousands of people whose thoughts will be turned towards new homes in the new country.

Many of the larger manufacturing firms already are at work on the grounds of the exposition preparing their exhibits and their demonstration fields. Some of the striking



Moving Giant Palms—Exposition Grounds





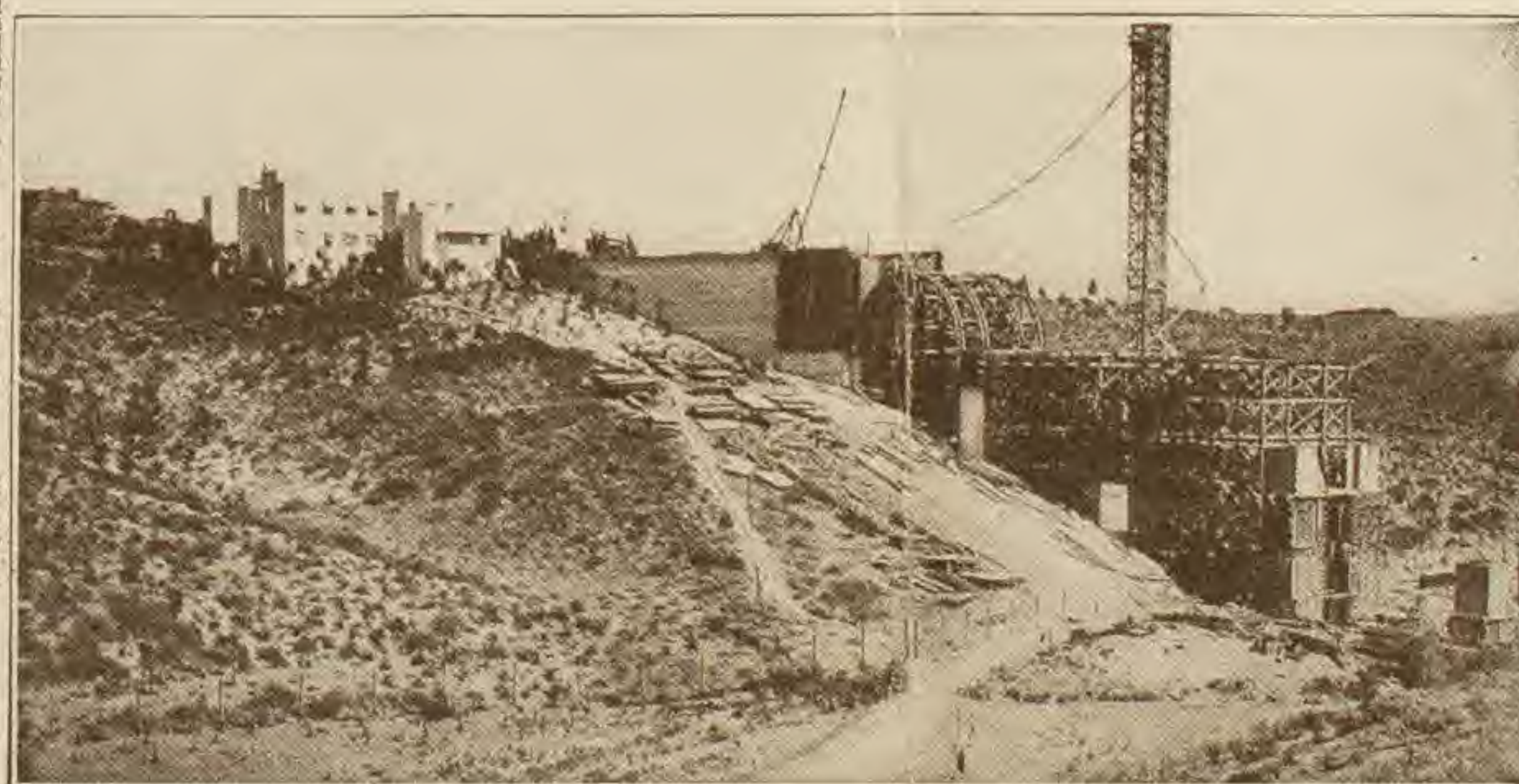
Looking from Administration Building along the Prado

TO CELEBRATE the opening of the Panama Canal, and to show to the world what the canal will mean to commerce and the advancement of the West, San Diego will hold an exposition throughout the entire year of 1915. This exposition will be unique in all of its salient features, and it will afford an opportunity for the exploitation to hundreds of thousands of visitors of all those portions of the country which need new people, new industries and new capital. It also will give manufacturers, processors and producers a chance to display their wares and exhibit their methods of manufacture and process and production in a manner unlike that presented by any other exposition.

The San Diego Exposition will depart in all its essential characteristics from all expositions of the past. Its principal features and attractions will have world-wide interest, and will be of such educational value as to attract visitors from all countries. It will reveal the progress of man from the earliest dawn of history down to 1915, presenting it not in dead pictures, but in stirring life; not in repose, but in action—throbbing, gripping human activities.

This exposition will open January 1, 1915; it will close December 31, 1915. No-where else in the United States are climatic conditions found making such announcement possible.

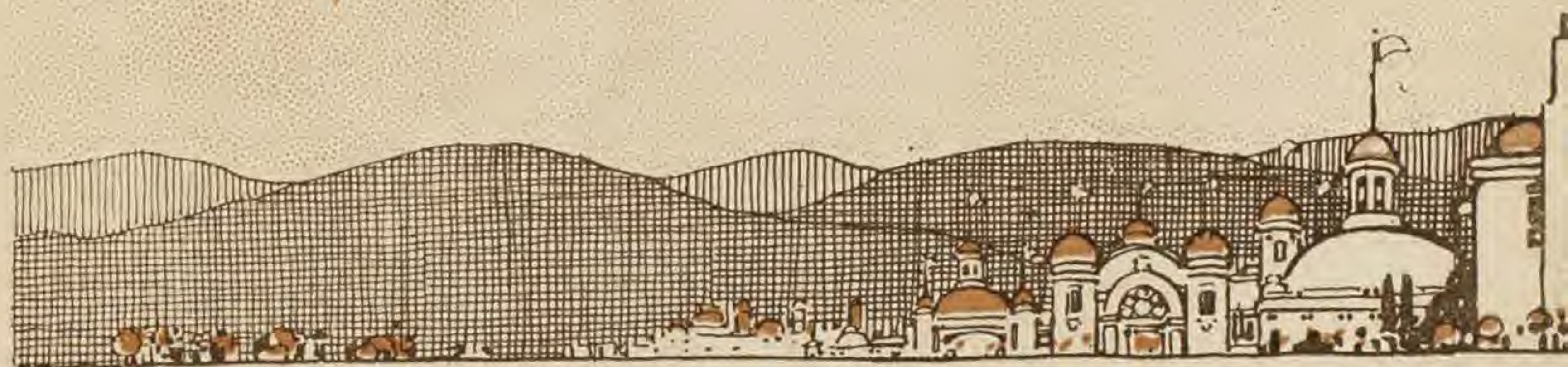
The type of architecture is Spanish-Colonial, following in an artistic way the best known specimens of this type of building on the North American continent—the famous missions. Every structure in the grounds is to be built in this style, making the exposition harmonious and wondrously beautiful.



Building the Great Viaduct from East Entrance, August 1, 1913



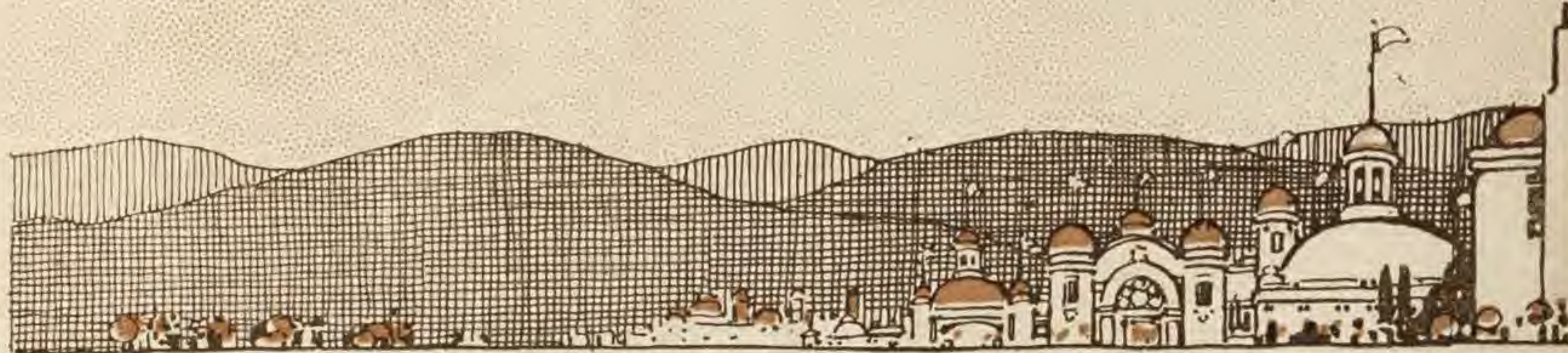
THE SAN DIEGO EXPOSITION



PANAMA-CALIFORNIA
EXPOSITION
AT SAN DIEGO
CALIFORNIA
ALL THE YEAR

1915

THE SAN DIEGO EXPOSITION



PANAMA-CALIFORNIA
EXPOSITION
AT SAN DIEGO
CALIFORNIA
ALL THE YEAR

1915

SAN DIEGO PANAMA-CALIFORNIA EXPOSITION 1915



SAN
DIEGO
1915
ALL THE
YEAR

GRONIGER